

ORDER



Orders
Order / Rev: 185174
Alt Order #: 6828178
Product Desc: order
Estimate: 917924
Flight Dates: 09/17/12 - 09/24/12
Original Date / Rev: 06/21/12 / 09/12/12
Order Type: REG

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency Name: Smart Media Group
Buying Contact:
Billing Contact:
 814 King Street
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: POL/Detroit International Bridge
Demographic: A35+
Product Codes: PL2
Priority: P3
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN10086/SP6681/TO1332/MO1041

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/23/12 | 33 | \$19,100.00 | \$16,235.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 33 | \$19,100.00 | \$16,235.00 | 0.00 |
| Totals | 33 | \$19,100.00 | \$16,235.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|-------------|
| WOOD | 30% | \$19,100.00 |
| Market | 100% | \$63,666.67 |

Competitive Share

| | Share | Total |
|-------|-------|-------------|
| CABLE | 0% | \$0.00 |
| UNKWN | 0% | \$0.00 |
| WGVK | 0% | \$0.00 |
| WGVU | 0% | \$0.00 |
| WLLA | 0% | \$0.00 |
| WOTV | 0% | \$0.00 |
| WTLJ | 0% | \$0.00 |
| WWMT | 30% | \$19,100.00 |
| WXMI | 10% | \$6,366.67 |
| WXSP | 0% | \$0.00 |
| WZPX | 0% | \$0.00 |
| WZZM | 30% | \$19,100.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|---------------|------|-------------------|-----------------|-----------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|----------|
| E 1 | WOOD | 09/17/12 | 09/17/12 | Noon News | CM | 12-1p | M----- | :30 | 1 | \$450.00 | P2 | 0.00 | NM | 1 | \$450.00 |
| News 8 @ Noon | | | | | | | | | | | | | | | |
| NEWS | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 09/17/12 | 09/23/12 | M----- | | | 1 | | | \$450.00 | | 0.00 | | | |
| E 2 | WOOD | 09/18/12 | 09/18/12 | | CM | 12-1p | -T----- | :30 | 1 | \$450.00 | P2 | 0.00 | NM | 1 | \$450.00 |

Order / Rev: 185174
 Alt Order #: 6828178
 Flight Dates: 09/17/12 - 09/24/12

Advertiser: POL/Detroit International Bridge
 Product Desc: order
 Estimate: 917924

WOOD

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|--|------|----------|----------|------------------------------|-------|----------------|---------|-----|-------|----------|-----|------|------|-------|----------|
| Noon News News 8 @ Noon NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 1 \$450.00 0.00 | | | | | | | | | | | | | | | |
| E 3 | WOOD | 09/19/12 | 09/19/12 | Noon News News 8 @ Noon | CM | 12-1p | --W---- | :30 | 1 | \$450.00 | P2 | 0.00 | NM | 1 | \$450.00 |
| NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --W---- 1 \$450.00 0.00 | | | | | | | | | | | | | | | |
| E 6 | WOOD | 09/17/12 | 09/17/12 | M-F 3-4p The Doctors | CM | 3-4p | M----- | :30 | 2 | \$100.00 | P4 | 0.00 | NM | 2 | \$200.00 |
| DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 2 \$100.00 0.00 | | | | | | | | | | | | | | | |
| E 7 | WOOD | 09/18/12 | 09/18/12 | M-F 3-4p The Doctors | CM | 3-4p | -T----- | :30 | 2 | \$100.00 | P4 | 0.00 | NM | 2 | \$200.00 |
| DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 2 \$100.00 0.00 | | | | | | | | | | | | | | | |
| E 8 | WOOD | 09/19/12 | 09/19/12 | M-F 3-4p The Doctors | CM | 3-4p | --W---- | :30 | 2 | \$100.00 | P4 | 0.00 | NM | 2 | \$200.00 |
| DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --W---- 2 \$100.00 0.00 | | | | | | | | | | | | | | | |
| E 9 | WOOD | 09/20/12 | 09/20/12 | M-F 3-4p The Doctors | CM | 3-4p | ---T--- | :30 | 2 | \$100.00 | P4 | 0.00 | NM | 2 | \$200.00 |
| DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---T--- 2 \$100.00 0.00 | | | | | | | | | | | | | | | |
| E 10 | WOOD | 09/21/12 | 09/21/12 | M-F 3-4p The Doctors | CM | 3-4p | ----F-- | :30 | 2 | \$100.00 | P4 | 0.00 | NM | 2 | \$200.00 |
| DOCTORS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ----F-- 2 \$100.00 0.00 | | | | | | | | | | | | | | | |
| E 11 | WOOD | 09/17/12 | 09/17/12 | 5am Daybreak 5am Daybreak | CM | 5a-6am | M----- | :30 | 2 | \$200.00 | P2 | 0.00 | NM | 2 | \$400.00 |
| NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 M----- 2 \$200.00 0.00 | | | | | | | | | | | | | | | |
| E 12 | WOOD | 09/18/12 | 09/18/12 | 5am Daybreak 5am Daybreak | CM | 5a-6am | -T----- | :30 | 2 | \$200.00 | P2 | 0.00 | NM | 2 | \$400.00 |
| NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 -T----- 2 \$200.00 0.00 | | | | | | | | | | | | | | | |
| E 13 | WOOD | 09/19/12 | 09/19/12 | 5am Daybreak 5am Daybreak | CM | 5a-6am | --W---- | :30 | 2 | \$200.00 | P2 | 0.00 | NM | 2 | \$400.00 |
| NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 --W---- 2 \$200.00 0.00 | | | | | | | | | | | | | | | |
| E 14 | WOOD | 09/20/12 | 09/20/12 | 5am Daybreak 5am Daybreak | CM | 5a-6am | ---T--- | :30 | 2 | \$200.00 | P2 | 0.00 | NM | 2 | \$400.00 |
| NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ---T--- 2 \$200.00 0.00 | | | | | | | | | | | | | | | |
| E 15 | WOOD | 09/21/12 | 09/21/12 | 5am Daybreak 5am Daybreak | CM | 5a-6am | ----F-- | :30 | 2 | \$200.00 | P2 | 0.00 | NM | 2 | \$400.00 |
| NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/17/12 09/23/12 ----F-- 2 \$200.00 0.00 | | | | | | | | | | | | | | | |
| E 16 | WOOD | 09/17/12 | 09/17/12 | | CM | 6-7a | M----- | :30 | 1 | \$475.00 | P4 | 0.00 | NM | 1 | \$475.00 |

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Alt Order #: 6828178
Flight Dates: 09/17/12 - 09/24/12

Advertiser: POL/Detroit International Bridge
Product Desc: order
Estimate: 917924

WOOD

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----------------|------|-------------------|-----------------|---------------------|-------------------|--------------------|-------------|-----|---------------|-------------|-----|------|--------|-------|-------------|
| | | | | 6am Daybreak | | | | | | | | | | | |
| | | | | 6am Daybreak | | | | | | | | | | | |
| NEWS8-DAYBREAK | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | M----- | 1 | | \$475.00 | | 0.00 | | | | | | |
| E 17 | WOOD | 09/18/12 | 09/18/12 | 6am Daybreak | CM | 6-7a | -T----- | :30 | 1 | \$475.00 | P4 | 0.00 | NM | 1 | \$475.00 |
| | | | | 6am Daybreak | | | | | | | | | | | |
| NEWS8-DAYBREAK | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | -T----- | 1 | | \$475.00 | | 0.00 | | | | | | |
| E 18 | WOOD | 09/19/12 | 09/19/12 | 6am Daybreak | CM | 6-7a | --W---- | :30 | 1 | \$475.00 | P4 | 0.00 | NM | 1 | \$475.00 |
| | | | | 6am Daybreak | | | | | | | | | | | |
| NEWS8-DAYBREAK | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | --W---- | 1 | | \$475.00 | | 0.00 | | | | | | |
| E 22 | WOOD | 09/23/12 | 09/23/12 | Daybreak Sun @6am | CM | 6-7a | -----S | :30 | 2 | \$175.00 | P3 | 0.00 | NM | 2 | \$350.00 |
| | | | | Daybreak Sun @6am | | | | | | | | | | | |
| SU DAYBREAK | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | -----S | 2 | | \$175.00 | | 0.00 | | | | | | |
| E 23 | WOOD | 09/23/12 | 09/23/12 | Daybreak Sun @7am | CM | 658-8a | -----S | :30 | 1 | \$475.00 | P3 | 0.00 | NM | 1 | \$475.00 |
| | | | | Daybreak Sun @7am | | | | | | | | | | | |
| NWS8 DAYBK SUN | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | -----S | 1 | | \$475.00 | | 0.00 | | | | | | |
| E 24 | WOOD | 09/23/12 | 09/23/12 | Today Show Su | CM | 758-9a | -----S | :30 | 2 | \$650.00 | P4 | 0.00 | NM | 2 | \$1,300.00 |
| | | | | Today Show Sunday | | | | | | | | | | | |
| TODAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | -----S | 2 | | \$650.00 | | 0.00 | | | | | | |
| E 34 | WOOD | 09/19/12 | 09/19/12 | Wed Hour 3 | CM | 10-11p | --W---- | :30 | 1 | \$1,200.00 | P4 | 0.00 | NM | 1 | \$1,200.00 |
| | | | | Wednesday 10-11p | | | | | | | | | | | |
| SVU | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | --W---- | 1 | | \$1,200.00 | | 0.00 | | | | | | |
| N 37 | WOOD | 09/22/12 | 09/22/12 | Notre Dame Football | CM | 8-11P | -----S- | :30 | 1 | \$10,000.00 | P3 | 0.00 | NM | 1 | \$10,000.00 |
| | | | | MICH VS NOTRE DAM | | (8:00 PM-11:00 PM) | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | | |
| Week: 09/17/12 | | 09/17/12 | 09/23/12 | -----S- | 1 | | \$10,000.00 | | 0.00 | | | | | | |
| | | | | | | | | | | | | | Totals | 33 | \$19,100.00 |